

Loretto Telephone Company, Inc.

P.O. BOX 130 • 136 SO. MAIN STREET
LORETTO, TENNESSEE 38469

REC'D TN
REGULATORY AUTH.

April 22, 1999

'99 MAY 6 AM 10 05

OFFICE OF THE

Mr. David Waddell, Executive Secretary
Tennessee Regulatory Authority
460 James Robertson Parkway
Nashville, TN 37243

Stop Payment
~~CK # 5735~~
~~\$25.00~~
RECEIVED
ADMINISTRATIVE

APR 30 1999

Dear Mr. Waddell;

99-00337

TN REGULATORY AUTHORITY

Enclosed is an original and thirteen copies of our IntraLATA Dialing Parity Plan, along with the required \$25.00 filing fee. *JR*

Sincerely,

Louise Brown
Louise Brown
President

LB:clh

CK # 0005806
\$25.00
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MAY 04 1999

TN REGULATORY AUTHORITY

JR

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REGULATORY

**Intralata Toll Dialing Parity
Plan**

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OFFICE OF THE
EXECUTIVE SECRETARY

CK# 5735
25.00

99-00337

Loretto Telephone Company, Inc.

April 22, 1999

I. Purpose

Loretto Telephone Company, Inc. (LTC) has described herein the process for implementing Intralata Toll Dialing Parity in the LTC exchanges located in the state of Tennessee in LTC's LATA (Plan). The intent of this Plan is to provide a proposal that, upon implementation, would provide customers the ability to select the telecommunications carrier of their choice routing their intraLATA toll calls.

II. IntraLATA Environment

LTC customers in Tennessee in the LTC LATA can currently dial eleven digits to complete intraLATA toll calls. The scheduled date for implementation of toll dialing parity should not change this dialing pattern. After upgrading switch technology and software configurations, eleven-digit dialed numbers that are intraLATA toll calls should be prefixed with the area code before being transmitted to the carrier.

III. Implementation Schedule

LTC will offer dialing parity for intraLATA toll in all of its Tennessee exchanges on August 2, 1999. Attachment A is a specific listing of all exchanges on record for the state of Tennessee.

* See Attachment "B" for timeline.

IV. Carrier Selection Procedures

LTC will implement the full 2-PIC (Primary Interexchange Carrier) carrier selection methodology. With the full 2-PIC methodology, customers will be able to presubscribe to one telecommunications carrier for interLATA toll calls and presubscribe to the same or a different participating telecommunications carrier, including their existing local exchange company (when it offers long distance service), for all intraLATA toll calls. Orders for changes will be accepted and processed beginning on the implementation date.

LTC employees who communicate with the public, accept customer orders, and serve in customer service will be trained to explain the process to customer's for making PIC changes for intralata toll calls. Business Office personnel will be prepared to make changes in customer records based upon requests from customer or carriers and direct customers to their chosen intraLATA carriers. Processes will be in place to provide new customers with an opportunity to choose their intraLATA toll carrier from a list of available carriers.

Existing Customers

On the date in which intraLATA toll presubscription is implemented in Tennessee, customers may presubscribe to telecommunications carriers offering intraLATA toll service in their exchange. Customers will remain with BellSouth Telecommunications until they affirmatively choose an intraLATA toll carrier. Customers may make this selection through their own initiative or as a result of the promotional marketing activities of participating intraLATA toll telecommunications carriers. Customers may communicate their choice of carriers directly to LTC, as their local exchange service provider, through the local Business Office or indirectly through their selected carriers.

Customers will be assessed a cost-based PIC change charge per LTC's tariff for changing their intraLATA carrier. When customers request a change in their interLATA and intraLATA carrier during one contact with the Business Office and choose the same carrier for both jurisdictions only one charge will be assessed. When customers request a change in their interLATA and intraLATA carriers during one contact with the Business Office and choose different carriers for each jurisdiction, two charges will be assessed.

For a waiver period of 90 days from implementation, customers will not be assessed an intraLATA PIC change charge for their initial intraLATA toll carrier choice. During the 90-day waiver period, a charge of one-half of the interLATA PIC change charge will be assessed when the intraLATA and interLATA carriers are changed to the same carrier during one contact with the Business Office. Only the interLATA charge will be assessed when the intraLATA and interLATA carriers are changed to different carriers during one contact with the Business Office during the waiver period.

A charge will be established for "slamming" or unauthorized PIC changes submitted by carrier for end-user customers. LTC will be subject to the rules related to slamming as indicated in Tennessee Regulatory Authority Rule 1220-4-2-.56, Sections (2)-(6). [Section (1) defines the manner in which IXCs should confirm PIC change information prior to submitting the information to LECs. Because LTC is a LEC, the communication of information in the manner defined would not be applicable.

New Installation Customers

Customers who contact LTC requesting new telephone exchange service will be provided a list of telecommunications carriers available to provide interLATA toll service. Upon implementation of intraLATA toll presubscription, the customer will be provided a second list of carriers that provide intraLATA toll service in their exchange. The list of intraLATA toll carriers will be presented in a competitively neutral manner. Customers who do not make a positive choice for an intraLATA toll carrier will be identified within LTC's system as a "no-PIC" and will not be automatically defaulted to a carrier. Customers identified as "no-PIC" within LTC's systems will be required to dial 1010XXX to place intraLATA toll calls until they make an affirmative choice for an intraLATA toll carrier.

V. Customer Education/Notification

Customers will receive information explaining their opportunity to select an intraLATA carrier a minimum of 30 days in advance of the offering of intraLATA toll dialing parity via a bill message. In addition, during the 30 days following implementation of intraLATA Dialing Parity, customers will receive a bill insert also explaining their opportunity to select an intraLATA carrier. LTC anticipates that promotional strategies by carriers will contribute to customer awareness of intraLATA toll dialing parity. Customer telephone directories will be up-dated as new editions are published to reflect the opportunity for customers to choose an intraLATA toll carrier. (See Attachment "C" for Sample Copy)

VI. Carrier Notification

Current interexchange carriers will be notified of LTC's intraLATA toll dialing parity implementation via letter approximately 90 days in advance of the proposed implementation date. Carriers should provide a list of exchanges in which they plan to offer intraLATA toll service at least 60 days in advance of LTC's implementation date. LTC needs notification in advance to include the carrier on the list of participating carriers in each LTC exchange. Certified carriers who enter the market after implementation will be added to the list of participating carriers within 30 days of notifying LTC.

LTC will provide subscriber listing information to carriers in "readily accessible" tape or electronic formats in a timely manner as requested through the processes that currently exist for the interLATA market. The process includes subscriber listing updates to carriers for new customers who choose that carrier or for existing customers of a carrier who revise their subscriber listing information. In addition, carriers can obtain complete subscriber listings in several formats. The provision of this information is in compliance with FCC Order No. 96-333, Paragraph 389.

VII. Access to Operator Services and Directory Assistance

Access to Operator Services and Directory Assistance will continue to be available through the customer's local exchange carrier or interLATA carrier. No industry standard has been established for access to Operator Services and Directory Assistance unique to the intraLATA carrier. For Operator Services, customers dial "0" to reach their local exchange operator and "00" to reach their interLATA operator. For Directory Assistance, customers dial "1-411" in LTC's territory for accessing the local exchange Directory Assistance and customers dial "1-NPA-555-1212" for accessing their interLATA carrier's Directory Assistance.

The local and interLATA Operator Services and Directory Assistance may be branded by the local and interLATA carriers, as appropriate, based on the dialing pattern of the end user. Since no unique intraLATA dialing pattern currently exists in the industry, LTC is not capable of identifying intraLATA calls to LTC's local or the IXC's interLATA operators or directory assistance representatives. As such, this procedure is considered in compliance with FCC Order No. 96-333, Rule 51-217(d).

VIII. Cost Recovery

Loretto Telephone Company will file for approval with the TRA, an Equal Access Impact Recovery Plan that will be developed and implemented in coordination with IntraLATA Pre-subscription.

IX. Rights Under S251(f)(2) of the Telecommunications Act of 1996

The filing of this plan does not preclude Loretto Telephone Company Inc. from exercising any of its rights to Suspension or Modification under S251(f)(2) of The Telecommunications Act of 1996.

Attachment A

Loretto Telephone Company, Inc. IntraLATA Toll Dialing Parity Exchanges

| | |
|-------------|--------------|
| Ethridge | 931.829.xxxx |
| Five Points | 931.556.xxxx |
| Leoma | 931.852.xxxx |
| Loretto | 931.853.xxxx |
| St. Joseph | 931.845.xxxx |

Attachment "B"

**SCHEDULE OF IMPLEMENTATION OF
INTRALATA DIALING PARITY
FOR LORETTO TELEPHONE CO. INC.**

| <u>DATE</u> | <u>EVENT</u> |
|----------------------------------|---|
| <u>APRIL 22, 1999</u> | <u>FILE PLAN WITH TRA</u> |
| <u>MAY 1, 1999</u> | <u>SEND 1ST BILLING INSERT TO CUSTOMERS</u> |
| <u>MAY 1, 1999</u> | <u>SEND LETTER OF INTENT FOR IXC' S</u> |
| <u>JULY, 1999</u> | <u>SEND 2ND BILLING INSERT, RADIO & NEWSPAPER ADS.</u> |
| <u>AUG. 2, 1999</u> | <u>IMPLEMENT DIALING -PARITY IN ALL EXCHANGES</u> |
| <u>AUG. 2 THRU OCT. 31, 1999</u> | <u>WAIVE SERVICE ORDER FEES, INTRA LATA PIC CHANGES, PER DIALING PARITY PLAN.</u> |
| <u>DECEMBER, 1999</u> | <u>FILE TRUE-UP TO RATE FOR COST OF SERVICE ORDER ACTIVITY FEE WAIVERS..</u> |

ATTACHMENT "C"

**ATTENTION CUSTOMERS
PLEASE READ THIS IMPORTANT INFORMATION ABOUT YOUR
LONG DISTANCE SERVICE**

Currently, local toll calls dialed as "1+ten digit" calls (also called intraLATA calls) are handled exclusively by BellSouth Telecommunications and billed by Loretto Telephone Company. Please refer to the information page 9 , (the map titled Tennessee LATA's) in your Loretto directory under "Long Distance Dialing " for a description of your local toll calling area. Soon you will be able to choose your long distance provider of 1+ local toll service. We have selected August 2, 1999 as the implementation date. This change allows you to select your long distance carrier for local toll calls (IntraLATA), just like you currently do for all other long distance toll calls (InterLATA/ Interstate).

If you would like to select a different carrier for your "1+" local toll service you can place your order on or after August 2, 1999, by calling our commercial office at 853-4351. If you do not make a selection, BellSouth Telecommunications will continue to be your designated carrier for local long distance calling. If you want more information about your options, you can call Loretto Telephone Co. or contact your preferred long distance carrier directly.